



Luna & Larry's
Coconut Bliss®
The Evolution of Ice Cream...

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News Release For Immediate Release

Luna & Larry's Coconut Bliss® "Bliss Cart" Hits the Streets

Eugene, OR, May 1, 2010 – Luna & Larry's Coconut Bliss®, a non-dairy, coconut milk based frozen dessert, is thrilled to bring their new Bliss Cart to the streets of Eugene and beyond.

Coconut Bliss® has updated the traditional ice cream cart and created the revolutionary Bliss Cart. Rod Bautista, owner of Perennial Bicycle Company, built this custom cart locally in Eugene, OR. The Bliss Cart functions as both a human powered bicycle ice cream cart and a push cart for rougher outdoor terrain.

Equipped with cold cell technology, the Bliss Cart can be plugged in overnight as a freezer and then unplugged to be entirely mobile during the day. It keeps frozen desserts cool without the use of a generator or dry ice--a breakthrough in sustainability.

The Cart's menu will feature the delicious Naked Coconut and Dark Chocolate Bliss Bars as well as locally made vegan and organic ice cream Bliss Sandwiches in a variety of unique and delicious combinations.

Coconut Bliss® teamed up with Christina Sasser, the Bliss Cart coordinator, to bring this unique ice cream cart to life. "Myself and everyone at Coconut Bliss® share a passion for sustainability, organic, local, and delicious food. It was an easy decision to start this project, because I truly love to spread the bliss," says Christina.

From May to Oct. the Bliss Cart will be found in various locations around Eugene and the Northwest. The Bliss Cart will also be spreading the Bliss at popular festivals and events all throughout the Northwest. Look out for the Bliss Cart at the U of O street Fairs, the Oregon County Fair, the Eugene Celebration, Fairieworlds, the Portland Bridge Festival, the Harmony Festival, Art in the Vineyard, the Beloved Festival, Earthdance and many more. For more about the Bliss Cart, www.coconutbliss.com/where/bliss_cart

About Bliss Unlimited

Bliss Unlimited, LLC, was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy or sugar. As a healthy whole food, consciously prepared from nutritious and beneficial ingredients, Coconut Bliss® is the evolution of ice cream. USDA-certified organic and 100 percent vegan, Coconut Bliss® is based on naturally rich, cholesterol-free coconut milk packed with lauric acid and medium-chain triglycerides (MCTs) and agave syrup, a natural low-glycemic sweetener. The company values ecological and social sustainability, and strives to use the highest quality and most ethically produced organic ingredients it can find. The company is privately owned and based in Eugene, Oregon, and has been operating since winter 2005. More information about Coconut Bliss® products and a complete store list can be found on their website at www.coconutbliss.com.

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